

## ABSTRACT OF THE DISCLOSURE

An analysis and evaluation apparatus analyzes, for organizations and individuals, the communication content of email, and extracts common words for each organization.

5 The analysis and evaluation apparatus compares common words and concepts for an organization or an individual that is to be evaluated, with common words and concepts for other organizations, and performs an evaluation to determine how they influence the other organizations.

10 Thereafter, the analysis and evaluation apparatus analyzes the usage level whereat the other organizations utilize the organization or individual to be evaluated. And then, based on the usage level and the number of organizations that are influenced by the organization or the individual  
15 to be evaluated, the analysis and evaluation apparatus evaluates and ascertains the value of the organization or individual to be evaluated, and analyzes and stores a time-transient change as to how others are influenced.